

# AN INVITATION TO SOUTHERN MERCHANTS.

Richmond invites the merchants of the South to partake of her bountiful store of desirable merchandise which she has been accumulating for months in anticipation of an increased demand for cotton goods, owing to the extraordinary high price of raw material. Every southern heart sympathizes greatly with the terrible affliction which our sister city has suffered, but for the time being, owing to the peculiar conditions that exist, it is impossible for Baltimore to supply the needs of the multitude of buyers who throng her stores at this season of the year.

## Where to Buy is the Momentous Question of the Hour.

Cotton Goods of every description have advanced with such alarming strides that months ago it was impossible to secure values which we have been accustomed for years to receive, and it is therefore impossible now for any community to duplicate their purchases made when cotton was five cents per pound less. This disadvantage is really more serious to southern merchants' interests than the burned city's fire swept streets, for while new buildings will appear with Aladdin-like swiftness it is impossible for the thousands of southern merchants to secure their needs from their usual source of supply.

Notions, Small Wares,  
Fancy Goods, Combs,  
School Supplies,  
Perfumes, Corsets,  
Stationery, Cutlery,  
Underwear, Threads,  
Boys' Clothing,  
Brushes, Pipes,  
Laundered Shirts,  
Hamburg Edgings,  
Swiss Edgings,  
Embroideries of All Kinds.  
Cotton Yarns,  
Warps, etc.  
Clocks, Watches,  
Show Cases,  
Store Fixtures,  
Sewing Machines,  
Cash Registers,  
Envelopes,

THE HOUSE THAT BARGAINS BUILT



Fancy Knit Goods,  
Feather Stitch Braids,  
Gloves, Half Soles,  
Shoe Findings,  
Hosiery,

Laces of All Descriptions.  
Neckwear, Oilcloths,  
Overalls, Overshirts,  
Pantaloons, Men's and Boys'.

Pencils of All Kinds,  
Perfumery,  
Purses and Pocketbooks,  
Wrist Bags, Razors,  
Ribbons, Sweaters,  
Scissors and Shears,  
Suspenders, Tablets,  
Toilet Soaps, Towels,  
Umbrellas, Underwear,

And hundreds of items, all of which are illustrated and described in our latest catalogue.

We invite your attention to this store, controlled by southern men and catering strictly to southern merchants, which for fifteen years has fearlessly scattered its price lists and catalogues, quoting prices in plain figures, and which has been an unassailable barrier between the long timer and the merchant.

*Our Catalogue and Latest Specials await a request from you on your business stationery, as under no circumstances do we sell to consumers.*

We have the confidence of thousands of the most progressive Southern merchants, and we invite you to pay us a visit in person or write for a catalogue to demonstrate our claims, and the unsolicited testimonials of our many friends, that we sell good merchandise lower than any firm in America.

# SOUTHERN BARGAIN HOUSE,

(Successor to Long & Riddick,)

1004-6-8 East Cary Street.

Richmond, Va.